

A Study on Consumer Buying Behavior on Electronic Goods – An Empirical Study

Dr. (Hc). D.M. Arvind Mallik,

Assistant Professor,
Department of MBA, PESITM,
Shivamogga, Karanataka State. India.

ABSTRACT

India is the fifth largest retail destination internationally. The Indian retail industry has encountered gigantic development throughout the most recent decade with a huge move towards sorted out retailing arrangement and advancement occurring in significant urban communities and metros, as well as in Tier I and Tier II urban areas and Tier III urban areas. Primary reason for the review is to know and break down shopper purchasing conduct. As per specialist's purchaser purchasing conduct is vital casing in which shopper motivation amid buy with 100 sample considered for the survey with descriptive research sample technique being used to understand the profile of how customer buying behavior can be studied. With regards to customer purchasing behavior, Adishwar needs to make parcels change in various qualities of the retail location. This study was an introduction to a workplace and cleared up numerous things identified with pre-buy and post-buy buying conduct of customers. Since the respondents have not given great rating for a few properties of Adishwar, organization ought to truly roll out some great improvements in the store. This makes them headed for other built up sorted out retail outlets like Harsha and Pai universal.

Keywords: Service, Consumer Buying, Electronic goods, Retail.

INTRODUCTION:

The general retail showcase in India is probably going to achieve Rs 47 trillion (US\$ 729.84 billion) by FY 17. The Indian retail advertise, as of now evaluated at around US\$490 billion, is venture to develop at a compound yearly development rate (CAGR) of 6% to achieve US\$865 billion by 2023. Sustenance and basic need is the biggest class inside the retail part with 60% share took after by the attire and portable section. With technological headway and presentation of computerized unrest in the nation, the Indian buyer hardware industry has made fast walks. The shopper hardware industry has seen the presentation of different creative items and section of numerous new players in the market in the course of recent years. With an expansion in family unit wage levels, rising mindfulness among buyers, hunger for gaining most recent advancements and restriction of assembling, the Indian customer hardware market is relied upon to develop at CAGR of over 17% in 2012-2015.

Industry Profile:

India is the fifth biggest economy on the planet and it has the second biggest GDP among rising economies. Attributable to its vast populace, the potential customer request is practically boundless and subsequently under suitable conditions, solid development execution can be normal. Truth be told, the progression of the economy in 1991 has let to fast development. The electronic business, specifically, is rising as a standout amongst the most critical industry in Indian market. The hardware business in India goes back to the mid 1960's. Electronics was at first limited to the improvement and support of correspondence framework including radio telecom

telephonic and transmitted correspondence, and expansion of safeguard capacities. Until 1984 the electronic division was basically government claimed. The late 1980's seen a fast development of electronic industry because of clearing financial changes, bringing about the advancement and globalization of the economy. The financial change was persuaded by 2 convincing components. The assurance to help financial development and to quicken the improvement of fare introduction, industry like the electronic business. The electronic business has recorded high development in consequent years. By 1991, private speculations – both remote and residential were supported. The facilitating of outside speculation standards, remittance of 100% remote value, decrease in custom duty, and store censing of a few purchaser electronic item pulled in striking measure of outside coordinated effort and venture. The local business likewise reacted positively to the politic arrangements of the administration the opening of the electronic field to the private part empowered business visionaries to build up enterprises to take care of up to this point smothered demand. Changes in the gadgets business have not been restricted to a specific portion, but rather incorporate every one of its divisions. Strides have been made in the ranges of business gadgets,

Company Profile:

Adishwar Electro World are customer durables and home machines store. The organization initiated in 1997 as Adishwar India Limited, at Bangalore city. Adishwar works stores at Bangalore city, Hyderabad twin urban areas, Tumkur, Tiptur, Shivamogga, Davangere, Belgaum, Mangalore, Mysore, and Kolar. The anchor will soon stretch out to numerous more urban communities crosswise over India. Adishwar Electro World stores have reclassified this space of item introduction and the way the clients are offered follow up administration since its initiation in 2004, and to meet changing client desire. Adishwar India Limited started its operations effectively in 2007 in the immediate advertising. As an exceptionally fruitful and vast direct showcasing organization the abundance of learning in client driven operation helped in molding Adishwar Electro World store and now the ADISHWAR estore. Adishwar basically offers important and skillful help to shoppers to pick items they wish to purchase. Adishwar is the first to offer unified conveyance calculated which guarantees greatest delicate care to wellbeing of items. This likewise empowers to offers particular care on conveyance necessities and customized needs of a client. Adishwar as a local player has show stunning advancement in the administrations and client offers remembering the rising and changing customer ways of life and requests. Adishwar has the best record in the market for trouble free greatest same day conveyance, establishment's aids and demo helps. Adishwar pioneered practical innovation helped auto instant messages and multi channel asses to offer basic data help for client and to guarantee inconvenience free conveyance and other related help.

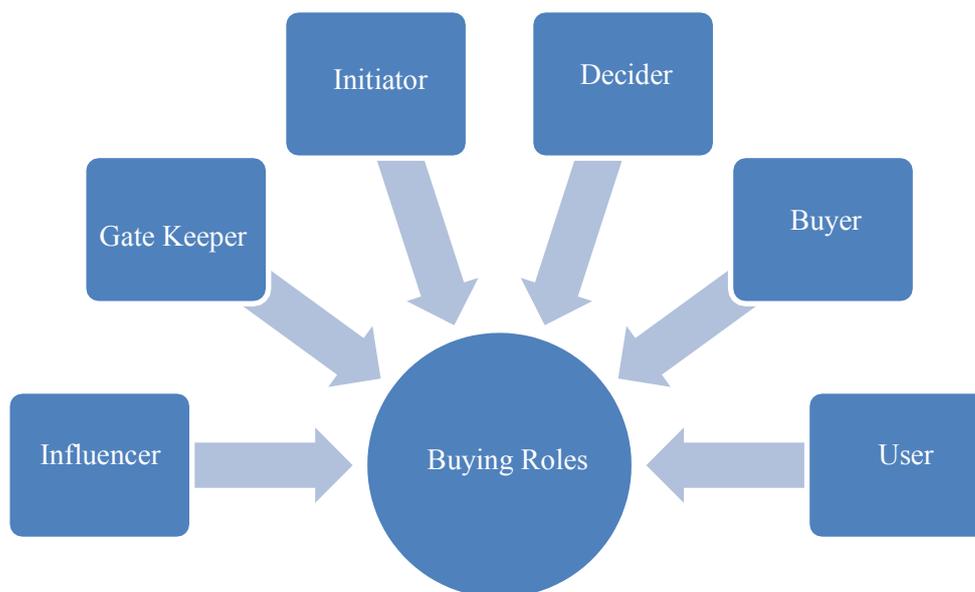
Theoretical Background of the Study:

Consumer Buyer Behavior particularly is the study of decision making units as they can buy for themselves or others. Thus, buying behavior particularly involves collective response of buyers for selecting, evaluating, and deciding and post purchase behavior. Buyer behavior is the study of human response to services and the marketing of products and services. Buyer behavior researches continuously investigate a broad range of human responses including human affective, cognitive and behavioral responses. The buying behavior and purchase decisions are need to be studied thoroughly in order to understand, predict and analyze critical market variations of a particular product or service. The field of consumer behavior is the broad study of individuals, groups or organizations and the process they use to select secure and dispose of products, services, experiences or ideas to satisfy needs and the impacts that these processes have on the consumer and society. Consumer behavior studies are based on the buying behavior of final consumers-individuals and households who buy goods and services for themselves. It's the behavior displayed by the consumers during the acquisition, use and disposition of products/services, time and ideas by decision making units. It is the body of knowledge which studies various aspects of purchase and consumption of products and services by individuals with various social and psychological variables at play. The process and activities people engage in when searching for, selecting, purchasing, using, evaluating and disposing of products and services so as to satisfy their needs and desires. The activities directly involved in obtaining, consuming and disposing of products and services, including the decision processes that precede and follow these actions.

Meaning of Consumer behavior: "Consumer behavior is the study of how individuals make decisions to spend available resources [time, money and effort] on consumption related items". That is, the stage one of purchase decision process where in this stage recognition of problem or need in particular area by customers.

BUYING ROLES:

For making strategic decisions the marketers have to identify the buyers who make the final buying decisions. It is truly a big task before the marketers to identify the target buyers of the particular service.



- **Influencer:** Several people may be involved in a particular purchase decision, but all of them are not consumers. A person who has influence, whose views or advice is given importance while taking the final decision.
- **Gatekeepers:** Family members who control the flow of information about a product or service into the family.
- **Initiator:** The person who is the first to suggest or think of the idea of purchasing a product or service.
- **Decider:** The person who finally takes the decisions of whether to buy, what to buy, how to buy and from where to buy.
- **Buyer:** The person who actually buy the product/service after making payments.
- **User:** The person who actually uses or consumes the product or service. Factors Influencing Consumer Buying Behavior:

LITERATURE REVIEW:

Dr. Archana and Dhiman Kuvad (2017) this study was conducted in Gujarat state. Retail sector in India has been growing fast in last decade. Foreign investment, global economic condition, and new economic policies that reason modern retail have take place. Shopping malls are rapid growth in tier I and tier II cities also. This study tells about the consumer behaviour in shopping mall. Major objectives of this study is understand the purchasing behaviour of who are visit the shopping mall and gender difference in buying behaviour in shopping mall. This study is quantitative analysis and with the help of questionnaire primary data will collected sample size is 50 male and 50 female respondents. The outcomes of this research is Gujarat state people have enjoy the shopping experience and most of respondents not aware of safety measure in shopping mall and there is no differences in purchasing behaviour of men and woman. Men agreed they visit shopping mall for entertainment and woman main purpose to visit shopping mall for purchasing and some time visit for entertainment purpose. Asha (2017) this study conducted in Chennai. Now day's shopping malls are symbol of modern life style. People have more advantages in shopping mall is a place of both hangout and shopping purpose. People are more comfortable with 'one stop shop'. This study majorly tells about purchasing behaviour of the visitors and how demographical factor influence the consumer purchase behaviour and to understand the consumer preference in shopping mall. This study adopts the descriptive research method and sample techniques is convenience sampling, sample size is 75 respondents with help of structured questionnaire. The major outcomes are demographical factor play a major role in consumer purchasing behaviour in shopping mall. Most of consumer prefers shopping mall because of one stop shopping, entertainment purpose, and quality product with

wide collection. Major segment of people prefer shopping mall for cloths, footwear and food.

Mr. Murthy, P Raja Babu, P. Srinvasa Reddy (2017) Retail industry has to play a one important role in contribution of gross domestic product in India. This study is conducted in Adhar Pradesh. This paper highlight the problem faced by near organised retail on small retailers this study is reveal the result. The primary data collected by structured questionnaire with 24 questions, sample size is 504 respondents in undivided Adhar Pradesh. Major object is impact of organised retail on unorganised retail. The outcomes are major impact of organised retail on unorganised retail found that are as product, price, place and promotion. 4p's of marketing will determine the sale on both organised and unorganised retail. There is decrease in sale on unorganised retail because of impact of organised retail.

Viksa Dua, Anju Verma (2013) this study is conducted in Raipur city. Impact of Growing organised retail sectors over small retailer stores. Objectives are find out the major challenges faced by small retail stores, both suggest to organised and unorganised retail to attract their consumer. Primary data is collected by 150 questionnaires in Raipur city in Chhattisgarh. Sample collected by both small retailer and consumer of Raipur city. Findings are both retail have market opportunity but organised retail effect on small retailer but some consumer help them to survival in market. There is impact of organised retail on small retail but small retail find the new way to face them

Manju (2012), A study on consumer's satisfaction towards service quality of organized retail stores in Haryana: This research was collected via large sample survey based on descriptive study using in depth interviews to a customer who are visiting to a retail store. They used 500 useable questions receive & the test pearson's correlations test were performed to examine the dimensions of service quality & customers satisfaction. The study provides some insights on factors that consumers satisfaction.

Bitner(2012) ,Retail is amongst the fastest growing sectors in the country and India ranks 1st, ahead of Russia, in terms of emerging markets potential in retail (Associated Chambers of Commerce and Industry of India). The retail environment is changing more rapidly than ever before .

Baker, Berry and Parasuraman, (1988), Retail is characterized by intensifying competition from both domestic and foreign companies, a spate of mergers and acquisitions, and more sophisticated and demanding customers who have great expectations related to their consumption experiences

RESEARCH METHODOLOGY:

The conceptual study is to understand the customer behavior. As today's market there is lot of competition in every sectors especially in electronic goods. In retail industry, understanding the consumer buying behavior is very important for the success of the retail industry. It can increase footfall and sales, ensure that a brand is correctly positioned and allow differentiation from its competitors. So topic selected for the study is "A Study On Consumer Buying Behavior On Electronic Goods –An Empirical Study.

NEED FOR THE STUDY:

In today's market there is lot of competition in every sectors especially in electronic goods it is very high. In this way there is a higher pressure on the companies to know their consumers in a better way. Once the company understand the requirement of the consumer, they can create a plan of action to complete successfully and placed their product in the market according to the taste and choice of the customer.

OBJECTIVES OF THE STUDY:

1. To understand the brand preference of the consumer.
2. To understand the consumer service satisfaction.
3. To know the reason on consumer decision making on particular brand.
4. To find the reason why consumer prefer Adishwar India Limited.

SCOPE OF THE STUDY:

The scope of the study is limited only to Shivamogga city. Project is clearly done for learning intention. The study is limited to the consumer buying behavior and belief about Adishwar India Limited Shivamogga. A study will be beneficial for both company and its customers. The study is done by direct interaction with customers through the survey, survey consists of questionnaires related to the company which gives a clear picture about

the company in the minds of customers, which helps the company to give a successful output by providing the requirement to the customers.

Methodology adopted: Research methodology is a way in which it resolves the research problem orderly. The quality of research work count on upon the methodology adopted for the study. For this research researcher used descriptive research design with 100 samples included for the study

Sources of collections of data:

- Primary data collection: Primary data are the first hand data which are collected for the first time by the researcher. It is a direct method of collecting the information. Primary data are Collected from the personal interaction with the consumers of Adishwar India Limited Shivamogga.
- Secondary data collection: Secondary data are the data which are already collected by other researcher or someone else, for the purpose of their research on solving problem. Data collected from company brochures and websites.

LIMITATIONS OF THE STUDY:

1. Time is one of the main constraints to interact with respondents.
2. Study is limited to Shivamogga city.
3. Belief of the customer may change according to a period of time.
4. Financial statements is not provided by the company.
5. Sample size was restricted to 100

ANALYSIS AND INTERPRETATION OF THE DATA:

Age Wise Clarification of the Respondents:

Sl. No	Age	No of respondents	Percentage
1	20-30	27	27%
2	31-40	8	8%
3	41-60	65	65%
4	60& above	0	0

Source: Survey report's

Analysis and Interpretation:

From the above table it is clear that, among 100% of respondents only 8% of them are between 31- 40, 27% of them are between 20- 30 and 65% are 41- 60. From this analysis it is clear that, out of 100 respondents, more number of respondent are in the age of 41 to 60 who consume more number of ADISHWAR products.

Gender Wise Clarification of The Respondents:

Gender	No of respondents	Percentage
Male	52	52%
Female	48	48%

Source: Survey report's

Analysis and Interpretation:

From the above table it is clear that, among 100% of respondents 48% of them are FEMALE and 52% of them MALE. By this analysis we can assume that both the gender visit Adishwar equally.

Marital Status Wise Clarification of The Respondents:

Marital status	No of respondents	Percentage
Married	77	77%
Single	23	23%

Source: Survey report's

Analysis and Interpretation:

From the above table we can observe that among 100% of respondents only 23% of them are MARRIED and 77% of them are SINGLE. One can assume that most consumers who visit Adishwar are married.

Qualification Wise Clarification of The Respondents:

Qualification	No of respondents	Percentage
PG	18	18%
UG	40	40%
PUC	18	18%
SSLC	15	15%
Other	9	9%

Source: Survey report's

Analysis and Interpretation:

According to above chart we can observe that, only 15% are SSLC passed out, PUC passed out are 18%, UG are 40 in percentage, another 18% respondents have done their PG and rest 9% respondents are of ITI and DIPLOMA respondents. All most all customers who visits Adishwar are educated.

Occupation Wise Clarification of the Respondents:

Occupation	No of respondents
Student	17
Business	25
Professional	30
Others	28

Source: Survey report's

Analysis and Interpretation:

When respondents were asked about their occupation is observed from the following the professionals are more number of users in ADISHWAR INDIA LIMITED products that is out 100 respondents 30% of respondents are professionals and the less number of respondents are students that is 17%.

Classification of Respondents on the basis of Monthly Income:

Income	No of respondents
10 – 20yrs	35
21 – 40yrs	14
41 – 50yrs	26
51 & above	25

Source: Survey report's

Analysis and Interpretation:

When respondents are asked about financial detail that is observed from above table, out of 100 respondents more number of respondents are 10 to 20 thousand income group consumers that is 35% and less number of respondents were 21 to 40 thousand income group consumers.

Rating of Electronic Stores in Shimoga [1=low 5=high]:

Particulars	No of respondents given rate 1	No of respondents given rate 2	No of respondents given rate 3	No of respondents given rate 4	No of respondents given rate 5
Adishwar India limited	6	10	15	13	56
Pai international	12	12	28	35	13
Harsha	0	16	11	13	60
Gorur	5	9	17	10	59
Next	5	15	20	10	50
Reliance digital	10	8	12	30	40

Source: Survey report's

Analysis And Interpretation:

In the above table we can observe that out of 100 respondents more number of respondents are more aware about Harsha and also followed by Adishwar India Limited. More number of respondents gave first rank to Adishwar India Limited.

Awareness about Adishwar India Limited:

Particular	No of respondents
Yes	100
No	0

Source: Survey report's

Analysis and Interpretation:

From the above analysis we clearly say that, the respondents are 100% aware about Adishwar India Limited.

Source of knowledge for the respondents of Adishwar India Limited:

Particulars	No of respondents	Percentage
Television	7	7%
Advertisements	28	28%
Magazines	13	13%
Friends	40	40%
Family	4	4%
Self	8	8%

Source: Survey report's

Analysis and Interpretation:

From the above table it is clear that, 40% of the respondents are aware about the showroom through FRIENDS, 28% of them aware by ADVERTISEMENTS, 13% are through MAGAZINES, 8% know by themselves, 7% of them were aware through FAMILY and only 4% are through TELEVISION. One can conclude that advertisement and friends has become effective promotional media for Adishwar.

Degree of Influence For The respondents To Visit Adishwar:

Particulars	No of respondents
Friends	59
Family	15
Company marketing team	15
Self	11
Other	0

Source: Survey report's

Analysis and Interpretation:

From the above chart we can observe that, 59% of the respondents are influenced through FRIENDS, 15 % of them are influenced through FAMILY & COMPANY MARKETING TEAM and the rest 15% of them are influenced by themselves, we can again conclude that FRIENDS have become good influencer to visit Adishwar.

Degree of Motivational Factors to Buy Items From ADISHWAR INDIA LIMITED SHIMOGA:

Particular	No of respondents
Price	18
Quality	40
Brand	25
Advertisement	17

Source: Survey report's

Analysis and Interpretation:

From the above table we can observe that, 40% of the respondents are motivated to buy because of QUALITY, 25% of the respondents for BRAND, 18% are because of PRICE and the remaining are by ADVERTISEMENTS. We can conclude that Adishwar should maintain quality products to motivate customers.

Respondents Response When They Hear About Electronics:

Particular	No of respondents
Television	40%
Ovens	27%
Washing machine	20%
Refrigerator	6%
Other	7%

Source: Survey report's

Analysis and Interpretation:

From the above table we can observe that, 40% of the respondents remember TELEVISION, 27% remember OVENS, 20% of them remember WASHING MACHINE, 6% of the respondents remember Refrigerator.

Occasion of Purchase of Electronic Goods of the Respondents:

Particulars	No of respondents
Festival	36
Discount	42
Sale	17
Bonus	2
Replacements of old goods	3

Source: Survey report's

Analysis and Interpretation:

From the above table we can analyze that, 42% of the respondents buy goods during DISCOUNT time, 36% respondents purchase goods during FESTIVAL time, 17% respondents buy in SALE and the remaining 2% & 3% respondents buy during BONUS & to REPLACE THE OLD GOODS.

Degree Of Interest Of Respondents To Buy Electronics:

Particular	No of Respondents
To gift	15
To update house	44
Personal use	32
Festivals	9

Source: Survey report's

Analysis and Interpretation:

From the above table we can observe that 44% of the respondents purchase the electronics TO UPDATE HOUSE, 32% purchase for PERSONAL USE, 15% of the respondents buy TO GIFT others and remaining purchase for the purpose of FESTIVALS. We can conclude that most of the respondents buy goods to update their house.

Level of Rating Towards Product Brands of the Store:

Particular	No of respondents
Sony	34
LG	33
Samsung	26
Panasonic	2
Videocon	5

Source: Survey report's

Analysis and Interpretation:

From the above analysis we can observe that, 34% of the total respondents they prefer SONY, 33% of the respondents prefer LG brand, where as 26% of the respondents prefer SAMSUNG and the remaining 2% & 5% prefer PANASONIC AND VIDEOCON respectively.

Level of Satisfaction/Rating towards the Assistance from Staff:

Particulars	No of respondents	Percentage
Highly satisfied	20	20%
Satisfied	50	50%
Neutral	29	29%
Dissatisfied	0	0%
Highly dissatisfied	1	1%

Source: Survey report's

Analysis and Interpretation:

From the above table we can observe that, 50% of respondents are satisfied with the assistance of the sales executives, 29% of the respondents are neutral about the attribute, 20% are highly satisfied with the assistance and remaining 1% shows negative impact on the assistance with high dissatisfaction.

Degree of Satisfaction with the Influence of Sales Executive to buy right Product:

Particulars	No of respondents	Percentage
Yes	81	81%
No	19	19%

Source: Survey report's

Analysis and Interpretation:

From the above table we can observe that, 81% of the respondents are satisfied with the assistance of sales executive to find the right product, but the remaining 19% of the respondents are not happy with the findings, So we can conclude that Adishwar has to work more on improving the assistance to customers.

Level of Satisfaction/Rating Towards The Staff Knowledge About The Product:

Particular	No of respondents	Percentage
Yes	90	90%
No	10	10%

Source: Survey report's

Analysis and Interpretation:

From the above analysis we can observe that, 90% of the respondents indicated YES which shows that the more number of respondents are satisfied with the knowledge of the sales executive and remaining 10% respondents indicated NO, so we can conclude that company has to work for more consumer satisfaction.

Opinion of The Respondents about The Price of the Electronics Influence the Purchase?

Particulars	No of respondent	Percentage
Strongly agrees	18	18%
Agrees	64	64%
Neither agrees nor disagrees	14	14%
Disagrees	2	2%
Strongly disagrees	2	2%

Source: Survey report's

Analysis and Interpretation:

From the above analysis we can observe that, 65% of the respondents agree that price influence the purchase, 17% strongly agree with the statement, 14% of respondents neither agree nor disagree with the statement and remaining 2% disagree & strongly disagree with the statement

Level of Satisfaction About The Concept Of One Stop Solution For Electronic Purchase:

Particulars	No of respondents	Percentage
Strongly agree	22	22%
Agree	38	38%
neutral	35	35%
Disagree	5	5%
Strongly disagree	0	0%

Source: Survey report's

Analysis and Interpretation:

From the analysis we can observe that 38% of the respondents AGREE with the issue, 35% of respondents are NEUTRAL, 22% of respondents STRONGLY AGREE and the remaining5% DISAGREE with the statement.

Level of convenience in finding the goods in proper place:

Particular	No of respondent	Percentage
Yes	85	85%
No	15	15%

Source: Survey report's

Analysis And Interpretation:

From the above table we can observe that, Out of 100 respondents, 85% of the respondents are convenient inside the showroom in finding the goods in proper place, the remaining 15% of the respondents are not convenient to find the goods in proper places.

Level Of Satisfaction/Rating Towards The Store Has Got Good Parking Facility:

Particular	No of respondents	Percentage
Yes	29	29%
No	71	71%

Source: Survey report's

Analysis and Interpretation:

From the above chart we can observe that, 71% have opted YES for having good parking facility, 29% of the respondents have opted No, hence we can that conclude that the company has to facilitate the consumers by providing proper parking facilities.

Level Of Satisfaction To Visit Adishwar Electro World Again:

Particular	No of respondents	Percentage
Service	47	47%
Quality	42	42%
Brand	7	7%
Price	4	4%

Source: Survey report's

Analysis and Interpretation:

Out of 100 respondents, 47% of the respondents will visit Adishwar for good SERVICE, 42% will visit for QUALITY, 7% will visit for Brand loyalty, 4% respondents will visit for the PRICE charged.

Level Of Expectation From ADISHWAR INDIA LIMITED?

Particulars	No of respondents	Percentage
Brand	9	9%
Variety	46	46%
Service	42	42%
Emi facility	3	3%
Other	0	0%

Source: Survey report's

Analysis and Interpretation:

From the above table we can observe, out of 100 respondents 46% of the respondents expect more VARIETY, 42% of respondents expect SERVICE, 9% expect BRAND, 3% will expect Emi facility.

Level Of Satisfaction Inside The Showroom:

Particulars	No of respondents	Percentage
Yes	90	90%
No	10	10%

Source: Survey report's

Analysis and Interpretation:

We can observe that from above table, out of 100 respondents 90% have opted YES and are SATISFIED inside the showroom, the rest 10% have opted NO and are not satisfied inside the showroom.

Level of Ratings to Adishwar India Limited:

Factors	Respondents	Percentage
Variety of goods	24	24%
Price charged	18	18%
Quality of products	29	29%
Appearance of the store	29	29%

Source: Survey report's

Analysis and Interpretation:

From the above table we can observe that, 29% of the respondents rated QUALITY OF THE PRODUCTS, 29% to APPEARANCE OF THE STORE, 24% VARIETY OF GOODS, 18% to PRICE CHARGED

SUGGESTIONS:

- The overall project mainly shows that the study consumer buying behavior is how much important for the company to attract the customers.
- About the service rendered by Adishwar Electro World is satisfactory. But the inferred to appoint technicians of the product is to instant check and door delivery facilities should be provide for the products like televisions, refrigerators and washing machine. The various suggestions are provided like;
- Showroom should have to provide good parking facility according to the maximum number of customers, because the respondents have given low rating for this attributes.
- Since few respondents have given lowest rating for frontline sales executives, sales persons have to maintain good relationship with the customers and the sales person should improve his knowledge in providing answers when asked by the customers.
- Adishwar has to concentrate on following attributes,
- Promotional actions to reach the customers about the sales.
- Company marketing team has to work more to manipulate the customers, because customers have given lowest rating for this attribute.

- Since the customers buy electronics more during festival time, company should endow with more offers and discounts during these time to increase sales.
- According to analysis the respondents could not find handy in finding the goods in proper place, the company has to effort on the layout design to improve the customer convenience.
- Adishwar should also work on the price of the products because, maximum number of the respondents are not happy with the price of the goods hence they have given the lowest rating for this point also.

CONCLUSION:

Shivamogga is great market for electronic products. There is a colossal potential for electronic products. By this review we can obviously comprehend the purchasing conduct of the customers in showrooms. We can gather that the showrooms are doing great business, there is a considerable measure of extension for the change for this showroom. In the meantime there is massive extent of new participants too. Geologically additionally this showroom does not cover Shimoga completely. For instance there is tremendous market to be tapped in zones like Vinobhanagar and Gopala. These are few of the discoveries of our review. There is scope for the showroom for progress. Towards the day's end, it is great administration which checks. On the off chance that this showroom offers great administration, a lot of decision, temperate cost and great feel, the client will undoubtedly value it. It certainly helps the showroom in the long drag. Adishwar showrooms ought to keep more assortments of brands, individuals will buy electronic merchandise when they are required, so it's ideal to keep offer consistently. These showrooms don't finish the need of the general population completely. So it's ideal to focus on that part. A large portion of the respondents are not willing to visit. So they need to think to hold their clients. In the event that the costs in the showroom are lower individuals will be pulled in there. In this showroom they ought to keep every one of the assortments of merchandise and all costs ought to be less and they ought to give great post deal administrations. On the off chance that the clients feel this showroom is great they prescribe this showroom to others, if not they buy the merchandise in different shops moreover.

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